

## CHAPTER 7

## Monitoring and Evaluation

This chapter presents the performance measures that the CMA will use in monitoring and evaluating the results of this plan. Monitoring and evaluation are critically important to the success of strategic planning. They are necessary to track the performance of the transportation system over time, to assess the results of investment and expenditure programs, to learn more about “what works in what circumstances,” and to ensure that policy mandates produce administration follow-through. Finally, they allow us to measure whether we are achieving our goals—and achieving them cost-efficiently.

### A SYSTEMWIDE APPROACH

The CMA’s Congestion Management Program employs level-of-service measures to assess the performance of individual routes in the countywide transportation system. The Long-Range Plan has a broader purview and a longer-range perspective. It employs additional performance measures that reflect the CMA’s

broader concerns with environmental quality, economic growth and the reconciliation of freight and passenger transportation needs.

The goal of monitoring is threefold:

- To ensure that the plan is implemented,
- To ensure that the plan is producing the cost-effective results that are expected, and,
- To inform needed adjustments in the plan or the CMA’s funding strategy.

The additional performance measures used to track the performance of the countywide system provide a portrait of the quality of service that users can obtain from the system, its energy efficiency, its contribution to air quality, its contribution to the county’s economy and the productivity with which it delivers service. The plan’s quality-of-service measures are consumer-oriented rather than facility-oriented, and they are designed to avoid bias that favors any individual means of transportation. The

performance measures that will assess the plan's impacts are shown in Table 7.1.

The CMA applied these performance measures in 1996 through 1999, and prepared reports entitled "State of Transportation in Alameda County". These reports focused more on monitoring than evaluating the transportation system.

Additional work is needed to develop a better way to forecast the effectiveness of specific improvements on the transportation system. Individual projects do not show a marked improvement to a very mature transportation system. The CMA is following the work that MTC has undertaken on performance measures for the 2001 RTP.